

# **EPISODIC DELIVERY OF CONTENT**

## **ABSTRACT OF THE DISCLOSURE**

A system, method, and apparatus are provided that allow episodic delivery of  
5 entertainment content to a user. More specifically, an application module is created with  
episodic content technology, which can be purchased as a CD-ROM or downloaded from  
a remote server. The application module contains a current episode of the game and a  
technology shell to allow future episodes to be downloaded and executed. The  
entertainment content delivery system is implemented through a centralized server that  
10 provides new episodes of the content available for downloading at regularly scheduled  
intervals to the users' computers. The current instantiation of the application module  
segregates technology components from content components of the application module to  
allow independent modification of either. Technological advancements are incorporated  
as they occur into the new episodes and are executed by the application module. An  
15 Internet-enabled game using the entertainment content delivery system communicates  
with users through various mechanisms, including e-mail, voice mail, fax machines, web  
sites, and the like.